

INTISARI

Nanda Pet's House adalah bentuk usaha bisnis yang berupa sebuah toko dengan visi menjadi *petshop* terbaik dan terlengkap di Yogyakarta dengan mengutamakan pada keunggulan fasilitas, pelayanan, dan kepuasan konsumen. Sedangkan misinya adalah mampu memberikan kepuasan kepada konsumen dan menjual barang berkualitas dengan harga yang terjangkau. Perencanaan bisnis ini dibuat melalui serangkaian proses, antara lain observasi, wawancara, dan survei serta studi pustaka. Atas dasar informasi yang diperoleh kemudian dibuat strategi tentang penentuan lokasi usaha, sarana dan prasarana pendukung yang dibutuhkan. Untuk mengetahui prospek usaha dilakukan dengan membuat analisis peta empati dan analisis kelayakan ekonomi yang dilengkapi dengan strategi dan rencana aksi. Hasil perencanaan menunjukkan bahwa lokasi Nanda Pet's House akan berada di Jalan Godean KM 7 No. 35, Bantulan, Sidoarum, Godean, Sleman dengan bangunan berukuran sekitar 200 m². Toko ini akan menjual makanan hewan: kucing, anjing, hamster, dan kelinci; aksesoris hewan seperti *collar*, *harness*, dan baju; perlengkapan hewan di antaranya: kandang ukuran kecil hingga besar, *travelling bag*, *kennel box*, *cat litter*, *litter box*, pasir *zeolite*, gunting kuku, sisir serit, *pet dish*, *pet dispenser*, *shampoo*, parfum, dan bedak; suplemen seperti obat cacung, obat penambah nafsu makan, obat kutu, obat jamur, obat penumbuh rambut, susu bubuk, cairan pembersih telinga, cairan pembersih mata, kalsium tulang, dan *denta stick*, serta layanan *boarding*, *breeding*, dan *grooming* maupun klinik kesehatan hewan. Promosi akan dilakukan secara *online* dan/atau *word of mouth* dengan harga jual barang dan layanan jasa yang kompetitif. Berdasarkan analisis kelayakan ekonomi diperoleh nilai *Net Present Value (NPV)*, *Internal Rate of Return (IRR)*, dan *Payback Period (PP)* berturut-turut untuk skenario pesimis sebesar Rp933.222.514; 59% dan 1,67 tahun kemudian untuk skenario moderat Rp1.171.220.977; 70% dan 1,42 tahun serta untuk skenario optimis adalah Rp1.339.970.303; 78% dan 1,30 tahun. Dengan demikian rencana bisnis Nanda Pet's House secara ekonomi layak dijalankan.

Kata kunci: *petshop*, hewan peliharaan, rencana bisnis, dan kelayakan ekonomi.

ABSTRACT

Nanda Pet's House is a business establishment in the form of a visionary store to be best and most complete pet shops in Yogyakarta with emphasis on the primacy of facilities, services, and customer satisfaction. Its mission is able to provide satisfaction to consumers and sell quality items at an affordable price. Business plan has been prepared through a series of processes, among other observations, interview, and surveys also library study. On the basis of the information obtained and created the strategy of determining the location of the business, supporting facilities and infrastructure required. To know the prospect is committed to create empathy map analysis and economic feasibility analysis equipped with strategies and action plans. The results show that the planning of the location of Golden House of Pet Nanda will be at Godean street KM 7 Number 35, Bantulan, Sidoarum, Godean, Sleman with buildings measuring approximately 200 m². This store will sell food animals: cats, dogs, hamter, rabbits, fish and birds; pet accessories like collar, harness, and clothing; pet supplies include: small size to large enclosures, traveling bag, box kennel, cat litter, litter box, zeolite sand, nail clippers, combs serit, pet dish, pet dispensers, shampoo, perfume, and talc; supplements such as worm medicine, drug appetite enhancer, flea medicine, medicinal fungi, medicinal hair grower, milk powder, ear cleaning fluid, cleaning fluids eye, bone calcium, and dental sticks and services boarding, breeding and animal health clinics, and grooming. Promotion will be conducted either online or word of mouth with the selling price of goods and services competitively. Based on the economic feasibility analysis obtained that Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) pessimistic by scenario was Rp933.222.514, 548; 59% and 1,67 years; than by moderate scenario Rp1.171.220.977; 70% and 1,42 years as well as by optimistic scenario was Rp1.339.970.303; 78% and 1,30 years, respectively. Thus the business plan of Nanda Pet's House is economically viable.

Keyword: petshop, pet, business plan, and economy feasibility.